

# fashion / calendar

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Ruth Finley, Publisher / issued weekly

January 20, 1964

## 1964

| JANUARY   | FEBRUARY   | MARCH  | APRIL  |
|---|--|--|--|
| S M T W T F S<br>1 2 3 4<br>5 6 7 8 9 10 11<br>12 13 14 15 16 17 18<br>19 20 21 22 23 24 25<br>26 27 28 29 30 31    | S M T W T F S<br>1<br>2 3 4 5 6 7 8<br>9 10 11 12 13 14 15<br>16 17 18 19 20 21 22<br>23 24 25 26 27 28 29       | S M T W T F S<br>1 2 3 4 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28<br>29 30 31 | S M T W T F S<br>1 2 3 4<br>5 6 7 8 9 10 11<br>12 13 14 15 16 17 18<br>19 20 21 22 23 24 25<br>26 27 28 29 30    |
| MAY   | JUNE   | JULY   | AUGUST   |
| S M T W T F S<br>1 2<br>3 4 5 6 7 8 9<br>10 11 12 13 14 15 16<br>17 18 19 20 21 22 23<br>24 25 26 27 28 29 30<br>31 | S M T W T F S<br>1 2 3 4 5 6<br>7 8 9 10 11 12 13<br>14 15 16 17 18 19 20<br>21 22 23 24 25 26 27<br>28 29 30    | S M T W T F S<br>1 2 3 4<br>5 6 7 8 9 10 11<br>12 13 14 15 16 17 18<br>19 20 21 22 23 24 25<br>26 27 28 29 30 31 | S M T W T F S<br>2 3 4 5 6 7 1/8<br>9 10 11 12 13 14 15<br>16 17 18 19 20 21 22<br>23 24 25 26 27 28 29<br>30 31 |
| SEPTEMBER   | OCTOBER  | NOVEMBER   | DECEMBER   |
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# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                       | <u>WHERE</u>                                |
|--|---|---------------------------------------|---|
| <u>WEEK ENDING FRIDAY, JANUARY 17, 1964</u>    |   |                                       |   |
| Thursday<br>Jan. 16<br>4:30 P.M.<br>Cocktails  | PREVIEW: SUMMER<br>COLLECTION<br>Summer collection of beachwear, sportswear, and dresses, designed by<br>Pembroke Squires for Cabana. For press and buyers, by invitation.<br>Continuous daily showings thereafter at showroom, 17th floor. Contact:<br>Don Friese, WI. 7-0326.   | CABANA<br>(1410 BROADWAY)             | HOTEL PLAZA<br>TERRACE ROOM                 |
| Jan. 17  | MACY'S RELEASE--Midwinter home furnishings.   |                                       |   |
| Jan. 17  | ALTMAN'S RELEASE DATE--Bridal Fashions. (No Press Show)   |                                       |   |
| Friday<br>Jan. 17<br>7:30 P.M.<br>Dinner       | FASHION SHOW<br>AT DINNER<br>Showing of Larry Aldrich fashions, sponsored by Eastern Airlines. Hats--<br>Adolfo. Gloves--Kislav. Shoes--Fiorentino. Gifts and perfume. (Show at<br>8:45 followed by dancing.) Press by invitation. Public by reservation:<br>\$6.50; contact: Mr. Matt, EL. 5-3000, Ext. 318. Coordinator and Commem-<br>tator: Phyllis Youngheart, PL. 1-0752. | LARRY ALDRICH<br>(530 SEVENTH AVENUE) | WALDORF-ASTORIA<br>PEACOCK ALLEY            |
| Friday<br>Jan. 17<br>7:30 P.M.<br>Dinner       | "FRONT-PAGE"<br>DINNER-DANCE<br>Presentation of annual news awards and the Anne O'Hare McCormick Journal-<br>ism Scholarship. Cocktails, 7:30, Mercury Room. Dinner, 8:30, Trianon<br>Room. Subscription (tax deductible): \$15.00-\$25.00. Contact: Newspaper<br>Women's Club of New York, 54 West 40th Street, OX. 5-7242.  | NEWSPAPER WOMEN'S<br>CLUB OF NEW YORK | N. Y. HILTON HOTEL<br>MERCURY-TRIANON ROOMS |
| Just<br>Issued                                 | SOCK & ANKLET COLORS<br>FOR FALL 1964<br>Misses' and children's sock and anklet color card, coordinated with<br>sweater colors. Contact: Ann Mulligan, MJ. 5-5881.  | COLOR ASSOCIATION<br>OF U.S. INC.     | 200 MADISON AVENUE                          |
| <u>WEEK BEGINNING MONDAY, JANUARY 20, 1964</u> |   |                                       |   |
| Jan. 20  | MACY'S RELEASE DATE--"Salute To Lincoln Center." (No Press Show)  |                                       |   |
| Monday<br>Jan. 20<br>10:30 A.M.<br>Breakfast   | PRESS PREVIEW:<br>MODEL APARTMENTS<br>Preview for the press of five model apartments on 2nd floor at Lincoln<br>Towers, decorated by Gimbels. By invitation. (For Release, Wed., Jan.<br>22.) Publicity: Margot Infantino, LO. 4-3300.  | GIMBELS                               | LINCOLN TOWER APTS.<br>180 WEST END AVENUE  |
| Jan. 21  | ALTMAN'S RELEASE DATE--"Fashions In The Air".   |                                       |   |
| Jan. 21  | BLOOMINGDALE RELEASE DATE--Spring bridal fashions. (No Press Show)  |                                       |   |



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| Sunday<br>Jan. 19-<br>Jan. 23 | OPENING: FLORENCE<br>COUTURE FASHIONS<br><u>Jan. 19:</u> 9:30 A.M. (Sportswear & Boutique) Scarabocchio; Valditovere; De Simone; Camisene; Micia; Naka; Princess M. Borghese; Celli; Laura Aponte; Avagolf; Lida; Trico.<br>3:00 P.M. (Sportswear & High Fashion--Teen-Age Fashions) Mirsa; Ken Scott; Lucrezia; Roveda; Avolio; Bertoli. 9:00 P.M. (Sportswear & Boutique) Barentzen's Bazaar; Enzo Selections; Galitzine Sport; Veneziani Sport; Forquet Boutique; Marucelli Boutique; Lancetti Boutique.<br><u>Jan. 20:</u> 10:00 A.M. (High Fashion) Antonelli; Emilio Pucci. 5:00 P.M. Millinery Show by La Familiare. 9:00 P.M. (High Fashion) Biki; De Barentzen.<br><u>Jan. 21:</u> 10:00 A.M. (High Fashion) Veneziani; Valentino. 9:00 P.M. (High Fashion) Galitzine; Forquet.<br><u>Jan. 22:</u> 10:00 A.M. (High Fashion) Carosa; Enzo. 9:00 P.M. (High Fashion) Lancetti; Marucelli.<br><u>Jan. 23:</u> 10:00 A.M. (High Fashion) Guidi; De Luca. 6:30 P.M. (Men's Fashions) Brioni; Datti; Franzoni; Litrico. 9:00 P.M. (High Fashion) Schuberth; Belstra.<br>Contact: G.B. Giorgini, 10 Lungarno Acciaiollo, Florence, Italy. | CENTRO DI FIRENZE<br>PER LA MODA ITALIANA | FLORENCE,<br>ITALY |

Tuesday  
Jan. 21  
9:00 A.M.  
Breakfast  
PREVIEW: ITALIAN  
COUTURE KNITWEAR  
"Milan"--Italian couture knitwear fashions. Show at 9:30 A.M. By invitation. Continuous daily thereafter. Contact: Edith K. Brown, BR. 9-0925.

Tuesday  
Jan. 21  
9:30 A.M.  
Coffee  
PREVIEW: MIDWINTER  
HOME FURNISHINGS  
A & S will preview their midwinter home furnishings and model rooms. For the press, by invitation. (For Release, Thurs., Jan. 23.) Publicity: Diane Wallace, TR. 5-0195.

Tuesday  
Jan. 21  
12:30 P.M.  
Luncheon  
RESORT AND SPRING  
FASHIONS AT LUNCHEON  
Showing of Resort and Spring collection, available at Bonwit Teller. Donations of Rummage for Neighborhood Youth Project Thrift Shop. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.

Tuesday  
Jan. 21  
3:00 P.M.-  
5:00 P.M.  
PREVIEW: FALL 1964  
FABRICS  
Continuous walk-through fabric display from 3:00 P.M. to 5:00 P.M., Jan. 21, 22, 23. (Refreshments). By invitation. Contact: Pat Flannery, OX. 5-2100, Ext. 436.

Jan. 22  
GIMBELS' RELEASE DATE--Model apartments. (Preview, Jan. 20--Pg. 1)

|                                  |   |   |                    |
|----------------------------------|---|---|--------------------|
| Wednesday<br>Jan. 22-<br>Jan. 23 | OPENING: LONDON<br>COUTURE FASHIONS<br><u>Jan. 22:</u> 10:00 A.M. Norman Hartnell. 11:45 A.M. Iachasse Ltd. 2:30 P.M. Angele Delanghe. 4:00 P.M. Mattli. 5:30 P.M. Michael Sherard.<br><u>Jan. 23:</u> 10:00 A.M. John Cavanagh. 11:45 A.M. Michael. 2:30 P.M. Ronald Paterson. 4:15 P.M. Hardy Amies.<br>Contact: Lady Joubert, 315 Regent Street, London, W. 1. | INCORPORATED SOCIETY<br>OF LONDON DESIGNERS | LONDON,<br>ENGLAND |
|----------------------------------|---|---|--------------------|



| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                       | <u>WHERE</u>                                |
|---|--|---------------------------------------|---|
| Wednesday<br>Jan. 22<br>5:00 P.M.-<br>7:30 P.M. | PRESS PREVIEW: NEW<br>"INTERFLORA CATALOG"<br>Press preview of a new concept in international marketing. First<br>"Interflora Catalog" of fresh floral arrangements, available throughout<br>the world. Contact: Jody Donohue at Edward Gottlieb Assoc., JU. 2-7540.   | FLORISTS' TELEGRAPH<br>DELIVERY ASSN. | FOUR SEASONS REST.<br>99 EAST 52ND STREET   |
| Jan. 23   | ABRAHAM & STRAUS RELEASE--Midwinter furnishings. (Preview, Jan. 21--Pg. 2)   |                                       |   |
| Thursday<br>Jan. 23<br>3:00 P.M.                | OPENING OF SUMMER<br>COLLECTION<br>Showing of Summer wardrobe. By invitation. Continuous thereafter.<br>Contact: Roy Solomon, CH. 4-3488.  | SEYMOUR JACOBSON, INC.                | 530 SEVENTH AVENUE<br>SHOWROOM - 8TH FLOOR  |
| Thursday<br>Jan. 23<br>4:00 P.M.<br>Cocktails   | FASHION SHOW AT<br>ANNUAL CONVENTION<br>The National Cotton Council will introduce Katy Sue Meredith, the 1964<br>Maid of Cotton, at the 37th Annual Convention of The Soap and Detergent<br>Association. Presentation of washable cotton fashions by leading design-<br>ers. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Ruth Goldberg,<br>Soap Association, MJ. 6-3662; or Margot Herzog, National Cotton Council,<br>BR. 9-4920. | SOAP ASSOCIATION<br>& COTTON COUNCIL  | WALDORF-ASTORIA<br>GRAND BALLROOM           |
| Thursday<br>Jan. 23<br>4:00 P.M.-<br>6:00 P.M.  | MERCHANDISING<br>TECHNIQUES<br>Seminar: "Fragrance and Magazine Merchandising Techniques." Guest Speakers:<br>Kathy Senior--Life Magazine; Lucia Collins--Mademoiselle Magazine; Des<br>Dardenne-McCall's Magazine. Members, \$3.00; non-members, \$4.50. Contact:<br>Annette Green, MJ. 4-4911.   | THE FRAGRANCE<br>FOUNDATION           | HOTEL DRAKE<br>DEVON ROOM                   |
| Thursday<br>Jan. 23<br>6:00 P.M.                | BRIDAL SHOWING<br>FOR CUSTOMERS<br>Showing of Spring bridal fashions. Publicity: Rea Lubar, EL. 5-6800.  | BONWIT TELLER                         | 3RD FLOOR                                   |
| Friday<br>Jan. 24<br>7:30 P.M.<br>Dinner        | FASHION SHOW<br>AT DINNER<br>Showing of Luis Estevez fashions, sponsored by Eastern Airlines.<br>Gloves--Kislav. Shoes--Fiorentina. Gifts and perfume. (Show at 8:45<br>followed by dancing). Press by invitation. Public by reservation:<br>\$6.50; contact: Mr. Matt, EL. 5-3000, Ext. 318. Coordinator and Commenta-<br>tor: Phyllis Youngheart, PL. 1-0752.  | LUIS ESTEVEZ<br>(550 SEVENTH AVENUE)  | WALDORF-ASTORIA<br>PEACOCK ALLEY            |
| Saturday<br>Jan. 25<br>3:00 P.M.                | SHOWING OF<br>BRIDAL FASHIONS<br>Formal bridal show for customers. Tickets: \$1.00. Publicity: Eileen<br>Goldburg, TR. 5-0195.   | ABRAHAM & STRAUS                      | 4TH FLOOR<br>RESTAURANT                     |
| Jan. 27   | MACY'S RELEASE DATE--Japanese Silk Fashion Fair. (No Press Show).  |                                       |   |
| Beginning<br>Monday<br>Jan. 27                  | OPENING: SPRING-<br>SUMMER COLLECTION<br>Petti 4's showing of custom-size petites. By appointment. Beginning<br>Wed., Feb. 5, informal daily showings. Contact: George Rappaport<br>CH. 4-3558.  | PETTI 4'S, INC.                       | 498 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR |



SPRING-SUMMER -- CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE, PARIS, FRANCE

Picture Release Date--Feb. 25

Monday, Jan. 27

9:30 A.M. Jacques Esterel; Yorn.  
 10:45 A.M. Ferreras. 12:00 Noon Claude Riviere.  
 1:30 P.M. M.J. Hurst. 2:30 P.M. Jacques Esterel; Yorn.  
 3:00 P.M. Ferreras; Regine Lutece.  
 5:00 P.M. Madeleine de Rauch. 6:30 P.M. Bernard Sagardoy.

Tuesday, Jan. 28

10:00 A.M. P. Balmain; Jacqueline Godard.  
 12:30 P.M. J. Launay.  
 2:30 P.M. Jacques Heim.  
 5:00 P.M. Nina Ricci; J. Launay.

Wednesday, Jan. 29

10:00 A.M. J. Lanvin. Time not set--Chanel  
 10:30 A.M. Guy LaRoche.  
 12:00 Noon Bernard Sagardoy.  
 2:15 P.M. Jean Patou.  
 3:30 P.M. Gres.  
 5:15 P.M. Maggy Rouff; J. L. Scherrer.

Thursday, Jan. 30

9:45 A.M. Christian Dior.  
 10:00 A.M. Anny Blatt; J. Lanvin.  
 12:30 P.M. Carven.  
 3:00 P.M. Jean Patou; Irene Dana.  
 3:30 P.M. Charles Montaigne.  
 4:30 P.M. Renee Lise.  
 5:30 P.M. Hermes.

Friday, Jan. 31

9:15 A.M. Phillippe Venet.  
 10:30 A.M. Jacques Griffe.  
 11:00 A.M. Capucci.  
 2:15 P.M. Capucci.  
 2:30 P.M. Lola Prusac.  
 3:00 P.M. Phillippe Venet; Cardin.  
 5:00 P.M. Capucci.  
 5:30 P.M. Pierre Cardin.

Saturday, Feb. 1

10:00 A.M. Simonetta et Fabiani.  
 11:00 A.M. Courreges.  
 12:00 Noon Louis Feraud.  
 2:30 P.M. Simonetta et Fabiani.  
 3:00 P.M. Courreges.  
 5:00 P.M. Louis Feraud; Suzanne Baron.  
 5:30 P.M. Courreges.

Monday, Feb. 3

10:00 A.M. Givenchy (buyers).  
 10:30 A.M. Yves St. Laurent.  
 3:00 P.M. Maurice Roger.  
 5:30 P.M. Castillo.

Tuesday, Feb. 4

10:30 A.M. Balenciaga (buyers).

Wednesday, Feb. 5

3:30 P.M. Valentine Bourgade.  
 6:00 P.M. G. Renal.

Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                             | <u>WHERE</u>                                 |
|--|---|---|--|
| Wednesday<br>Jan. 29<br>12:15 P.M.<br>Luncheon | ANNUAL MARKETS'<br>REPORT<br>Speakers Evan Frances, Home Furnishings Editor--"Family Circle" Magazine;<br>Jane Keely, Appliance and Home Care Editor--"Good Housekeeping". Price:<br>\$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133. | NAT'L HOME FASHIONS<br>LEAGUE(767 LEX.AVE.) | HOTEL PIERRE<br>BALLROOM                     |
| Thursday<br>Jan. 30<br>9:30 A.M.               | PRESS PREVIEW: SPRING<br>SHOE COLLECTION<br>Ohrbach's will preview Spring shoes to the press. By invitation.<br>Publicity: Mary Ann Crenshaw, OX. 5-4000, Ext. 279.   | OHRBACH'S                                   | 3RD FLOOR<br>SHOE SALON                      |
| Thursday<br>Jan. 30<br>2:30 P.M.<br>Cocktails  | OPENING OF SUMMER<br>DRESS COLLECTION<br>Preview for press and resident buyers. By invitation. Publicity:<br>Jeanette Gottlieb, BR. 9-6560.   | DAVID CRYSTAL, INC.                         | 498 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR  |
| Thursday<br>Jan. 30<br>3:30 P.M.               | PREVIEW OF SUMMER<br>DRESS COLLECTION<br>By invitation. Continuous daily showings beginning Tuesday, February 4.<br>Contact: Isabelle Crawford, LW. 4-9000.   | LESLIE FAY, INC.                            | 1400 BROADWAY<br>SHOWROOM - 16TH FLOOR       |
| Thursday<br>Feb. 13<br>1:00 P.M.               | OPENING OF SUMMER<br>COLLECTION<br>Showings Feb. 13, 14, 17, 18, 24 at 1:00 P.M. By appointment.<br>Contact: Jean Roberts, IA. 4-3520.  | TEAL TRAINA, INC.                           | 550 SEVENTH AVENUE<br>SHOWROOM - 22ND FLOOR  |
| Monday<br>Feb. 3<br>3:30 P.M.                  | PRESS PREVIEW:<br>SUMMER COLLECTION<br>Showing of junior collection for Summer, designed by Frank Adams.<br>Continuous thereafter. Contact: LO. 4-1434.   | JUNIOR ACCENT, INC.                         | 498 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR  |
| Beginning<br>Monday<br>Feb. 3                  | OPENING: SUMMER<br>COLLECTION<br>Continuous daily showings of cocktail and evening fashions, designed by<br>George Nardiello. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.  | CAMEO EVENING FASHIONS;<br>FIVE-THIRTY P.M. | 530 SEVENTH AVENUE<br>SHOWROOM - 3RD FLOOR   |
| Beginning<br>Monday<br>Feb. 3                  | OPENING: SUMMER<br>COLLECTION<br>Informal daily showings of daytime to evening fashions, designed by<br>Mort Mogel. Publicity: Florence Judson, BR. 9-0965.   | PARNES FEINSTEIN, INC.                      | 530 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR  |
| Beginning<br>Monday<br>Feb. 3                  | OPENING OF SUMMER<br>COLLECTION<br>Continuous showings of boutique separates, imported knits, and casual<br>suits, designed by Dorothy Arden. Contact: LW. 4-0220.  | ARBE ORIGINALS, INC.                        | 498 SEVENTH AVENUE<br>SHOWROOM - 11TH FLOOR  |
| Beginning<br>Monday<br>Feb. 3                  | IMPORTED SUMMER<br>FASHIONS<br>Polly Peck Summer dresses from London; Consentino Sportswear from Capri;<br>Valditevere Sportswear from Florence; also Ann Noerdlinger designs for<br>Spring and Summer from New York. Contact: PL. 3-4464 or PL. 3-3500.    | POLLY PECK; CONSENTINO;<br>VALDITEVERE      | VIRGINIA KREMENTZ<br>42 W. 58TH ST., RM. 203 |
| Beginning<br>Monday<br>Feb. 3                  | OPENING: SUMMER<br>COLLECTION<br>Continuous daily showings of complete Summer collection, designed by<br>Alan Donath. Publicity: Florence Judson, BR. 9-0965.   | P F SOPHISTICATES                           | 530 SEVENTH AVENUE<br>SHOWROOM - 3RD FLOOR   |



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                     | <u>WHERE</u>  |
|--|---|-------------------------------------|---|
| Beginning Monday<br>Feb. 3-<br>Feb. 20         | CALIFORNIA SUMMER COLLECTIONS<br>Summer collection of afternoon, country club dresses and costumes.<br>Contact: Dick Steiner, MA. 7-5461(L.A.); also premiere showing of Maison Fuller after-five fashions. Contact: Myrna Rea, MA. 7-5461(L.A.); after Feb. 3rd, for both collections, CI. 7-2200. | WAYNE FULLER, INC;<br>MAISON FULLER | HOTEL GOTHAM  |
| Tuesday<br>Feb. 4<br>10:30 A.M.                | OPENING: SUMMER COLLECTION<br>Showings, Feb. 4, 5, 12 at 10:30. By reservation. Carpenter, LA. 4-2577.  | DAVID M. GOODSTEIN                  | 500 SEVENTH AVENUE<br>SHOWROOM - 24TH FLOOR<br>Contact: Carolyn |
| Tuesday<br>Feb. 4<br>10:30 A.M.                | OPENING: SUMMER COLLECTION<br>Mademoiselle Ricci's Summer collection, designed in Paris. Also, Feb. 12 at 10:30. By invitation. Contact: Marta Schreiber, OX. 5-4760.   | MADemoisELLE RICCI                  | 498 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR                     |
| Tuesday<br>Feb. 4<br>10:30 A.M.;<br>11:00 A.M. | OPENING: SUMMER COLLECTIONS<br>Showings--Leonard Arkin Feb. 3 and 10 at 10:30; Andrew Arkin Feb. 3 and 10 at 11:00. Publicity: Judy Farr, WI. 7-5324.   | LEONARD ARKIN;<br>ANDREW ARKIN      | 530 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR                      |
| Tuesday<br>Feb. 4<br>11:00 A.M.                | OPENING: SUMMER COLLECTION<br>Color-coordinated separates, designed by Jeanne Essig. By invitation. Continuous daily thereafter. Contact: Edna Thompson, LO. 4-3113.  | MAJESTIC SPECIALTIES                | 1410 BROADWAY<br>SHOWROOM - 16TH FLOOR                          |
| Tuesday<br>Feb. 4<br>11:00 A.M.                | OPENING OF SUMMER COLLECTIONS<br>Showings Feb. 4 and 11 at 11:00. Contact: Bert Rothfeld, WI. 7-5324.   | ANDREA A;<br>MADemoisELLE ARLETTE   | 530 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR                      |
| Tuesday<br>Feb. 4<br>11:30 A.M.                | OPENING: SUMMER COTTON FASHIONS<br>Arthur Jablow's cotton collection for Summer, designed by David Kidd. Showings Feb. 4, 5, 6, 11, 12, 13 at 11:30. By appointment. Contact: Virginia Yost, LA. 4-3404.  | ARTHUR JABLOW, INC.                 | 530 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR                      |
| Tuesday<br>Feb. 4<br>1:00 P.M.                 | OPENING OF SUMMER COLLECTION<br>Mr. Mort's Summer dresses, designed by Stanley Herman. Also, Feb. 11 at 1:00 P.M. By invitation. Contact: Jean Urban, OX. 5-4760.   | MR. MORT                            | 498 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR                     |
| Tuesday<br>Feb. 4<br>1:00 P.M.                 | OPENING: SUMMER COLLECTION<br>Summer collection designed by Anne Klein. Showings, Feb. 4, 5, 10, 11, 12, 13, 17, 18, 19, 20. Contact: LO. 4-0462.   | JUNIOR SOPHISTICATES                | 498 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR                      |
| Tuesday<br>Feb. 4<br>1:30 P.M.                 | PREVIEW OF SUMMER COLLECTION<br>Preview of late day and formal fashions. By invitation. Thereafter, Feb. 11, 13, 18 at 1:30. By reservation. Contact: Al Davis or Jack Sulzer, WI. 7-9470.  | LEE CLAIRE, INC.                    | 530 SEVENTH AVENUE<br>SHOWROOM - 14TH FLOOR                     |
| Tuesday<br>Feb. 4<br>3:00 P.M.                 | OPENING: SUMMER SPORTSWEAR FASHIONS<br>By invitation. Contact: Paula Gregoriade, LO. 4-9115.  | ANNE FOGARTY, INC.                  | 530 SEVENTH AVENUE<br>SHOWROOM - 14TH FLOOR                     |



| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                     | <u>WHERE</u>                                |
|--|---|-------------------------------------|---|
| Tuesday<br>Feb. 4<br>2:30 P.M.               | SHOWING OF SUMMER<br>COLLECTION<br>Summer fashions, designed by Bill Blass. Showings Feb. 4, 5, 11, 13, 18, 25 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.                      | MAURICE RENTNER, LTD.               | 498 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR |
| Tuesday<br>Feb. 4<br>3:00 P.M.               | OPENING: SUMMER<br>COLLECTION<br>Summer collection, designed by Ole Borden for Arthur Cole. Also showing Feb. 11 at 3:00. By reservation. Contact: John Brunelle, OX. 5-4760.                         | ARTHUR COLE                         | 498 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR |
| Tuesday<br>Feb. 4<br>4:00 P.M.<br>Cocktails  | PREVIEW OF SUMMER<br>COLLECTION<br>Preview of Summer dresses and coordinates. By invitation. Thereafter continuous daily at showroom. Contact: OX. 5-4270.  | McMULLEN<br>(550 SEVENTH AVENUE)    | 500 CLUB<br>500 SEVENTH AVENUE              |
| Beginning<br>Tuesday<br>Feb. 4               | OPENING: SUMMER<br>DRESS COLLECTION<br>Summer junior dresses and sportswear at informal showings. By appointment. Contact: Audrey Brock, OX. 5-6440.  | LANZ ORIGINALS, INC.                | 1407 BROADWAY<br>SHOWROOM - 26TH FLOOR      |
| Tuesday<br>Feb. 4                            | SHOWING: SUMMER<br>KNITWEAR COLLECTION<br>Daily informal showings. Publicity: Judy Farr, WI. 7-5324.  | ARKIN KNITS                         | 530 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR  |
| Wednesday<br>Feb. 5<br>12:00 Noon            | OPENING OF SUMMER<br>COLLECTION<br>Paul Blumenstein's Summer collection Feb. 5 and 12 at 12:00 Noon. By reservation. Contact: WI. 7-0152.   | PAUL BLUMENSTEIN                    | 530 SEVENTH AVENUE<br>SHOWROOM - 27TH FLOOR |
| Wednesday<br>Feb. 5<br>1:15 P.M.             | OPENING OF SUMMER<br>COLLECTION<br>Also, Feb. 5 and 6 at 1:15. By appointment. Contact: Kay McGowan, LO. 5-6453.  | OLEG CASSINI<br>YOUNG AMERICA, INC. | 498 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR  |
| Thursday<br>Feb. 6<br>10:30 A.M.             | PRESS PREVIEW:<br>SUMMER COLLECTION<br>By invitation. Also, Feb. 12, 13, 19 at 10:30 A.M. By appointment. Contact: Myra de Francesca or David Taxier, LA. 4-8490.                                     | EDWARD ABBOTT-<br>WILSON FOLMAR     | 530 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR |
| Thursday<br>Feb. 6<br>11:00 A.M.             | OPENING: SUMMER<br>JUNIOR COLLECTION<br>Showings Feb. 6 and 11 at 11:00 A.M. Contact: LO. 5-2626.   | ARKAY JUNIOR                        | 498 SEVENTH AVENUE<br>SHOWROOM - 19TH FLOOR |
| Thursday<br>Feb. 6<br>4:00 P.M.<br>Cocktails | PREVIEW: FALL AND<br>WINTER KNITWEAR<br>Knit ensembles and dresses in silk and wool for Fall and Winter; also men's knitwear. <u>Show at 4:30 P.M.</u> By invitation. Publ.: Ruth Hammer, EL. 5-7872. | KORRIGAN-PARIS;<br>AVAGOLF OF MILAN | HAMPSHIRE HOUSE<br>THE COTTAGE              |
| Friday<br>Feb. 7<br>11:00 A.M.               | PRESS PREVIEW OF<br>SUMMER COLLECTION<br>Press preview, by invitation. Thereafter Feb. 11, 12, 17 at 11:00 A.M. By invitation. Contact: Pat Brooks, WI. 7-4968.                                       | B. H. WRAGGE, INC.                  | 500 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR  |
| Monday<br>Feb. 10<br>2:15 P.M.               | OPENING OF SUMMER<br>COLLECTION<br>Paul Parnes' Summer collection, designed by Karen Stark and Fernando Bosc, at 2:15 Feb. 10, 12, 17. Contact: CH. 4-4600.   | PAUL PARNES CORP.                   | 498 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR |



| <u>DATE</u>                                 | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                     | <u>WHERE</u>                                |
|---|---|-------------------------------------|---|
| Monday<br>Feb. 10<br>3:00 P.M.<br>Cocktails | PRESS PREVIEW OF<br>SUMMER DRESSES<br>By invitation. <u>Trade</u> showings Feb. 11 and 12 at 3:00 P.M. By reservation. Contact: Paula Gregoriade, LO. 4-9115.   | ANNE FOGARTY, INC.                  | 530 SEVENTH AVENUE<br>SHOWROOM - 14TH FLOOR |
| Monday<br>Feb. 10<br>4:00 P.M.              | PRESS PREVIEW OF<br>SUMMER COLLECTIONS<br>Summer collections by Sylvan Rich for Martini Designed; and Jerry Parnis for Miss Martini. By invitation. Also showing Feb. 12 and 17 at 4:00. By appointment. Contact: Eli Lehrman, LO. 4-0616.  | MARTINI DESIGNED; &<br>MISS MARTINI | 498 SEVENTH AVENUE<br>SHOWROOM - 21ST FLOOR |
| Monday<br>Feb. 10<br>5:30 P.M.<br>Cocktails | SUMMER '64<br>FASHION SHOW<br>Presentation of "The Art of Fashion, Summer '64"--featuring fashions in Du Pont fibers from better dress and suit collections. <u>Show promptly at 6:00.</u> For press and retail trade only. By invitation. Press contact: Blanche Gaillard, 971-4309. Trade contact: Lee Crabb, 971-4207. | DU PONT COMPANY<br>TEXTILE FIBERS   | N. Y. HILTON HOTEL<br>TRIANON ROOM          |
| Beginning<br>Monday<br>Feb. 10              | OPENING OF SUMMER<br>COLLECTION<br>Informal showings of Vera Maxwell's Summer collection. By appointment. Contact: Harold Queler, LO. 3-4358.   | VERA MAXWELL INC.                   | 530 SEVENTH AVENUE<br>SHOWROOM - 26TH FLOOR |
| Tuesday<br>Feb. 11<br>10:00 A.M.            | OPENING OF SUMMER<br>COLLECTION<br>Showings Feb. 11, 12, 13, 18, 20 at 10:00 A.M. By reservation. Contact: LA. 4-7626.  | ADELE SIMPSON, INC.                 | 530 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR |
| Tuesday<br>Feb. 11<br>10:30 A.M.            | SHOWING OF SUMMER<br>COLLECTION<br>Showings Feb. 11, 13, 17, 19, 21 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.  | JANE DERBY                          | 550 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR |
| Tuesday<br>Feb. 11<br>12:00 Noon            | OPENING OF SUMMER<br>COLLECTION<br>Showings Feb. 11, 12, 13, 17, 19, 20 at 12:00 Noon. By appointment. Contact: Ruth McLaughlin, LO. 4-6337.  | ESTEVEZ                             | 550 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR  |
| Tuesday<br>Feb. 11<br>12:00 Noon            | OPENING: SUMMER<br>COLLECTION<br>Showing of misses sizes, designed by Don Breitinger. Showing at 12:00 Noon Feb. 13 and 19. By appointment. Contact: LA. 4-0237.  | HAROLD LEVINE INC.                  | 530 SEVENTH AVENUE<br>SHOWROOM - 21ST FLOOR |
| Tuesday<br>Feb. 11<br>1:00 P.M.             | OPENING OF SUMMER<br>COLLECTION<br>Showings at 1:00 P.M., Feb. 11, 12, 18, 19, 25. By appointment. Contact: Lee Lerner, LO. 3-0988.   | HANNAH TROY, INC.                   | 530 SEVENTH AVENUE<br>SHOWROOM - 2ND FLOOR  |
| Tuesday<br>Feb. 11<br>2:30 P.M.             | OPENING: SUMMER<br>COLLECTION<br>Anthony Blotta's Summer collection. For press and buyers, by invitation. Continuous thereafter, by appointment. Contact: Dorothy Hermes, PE.6-8412.  | ANTHONY BLOTTA, INC.                | 498 SEVENTH AVENUE<br>SHOWROOM - 12TH FLOOR |
| Tuesday<br>Feb. 11<br>2:30 P.M.             | OPENING: SUMMER<br>COLLECTION<br>Also, Feb. 13, 18, 20, 26 at 2:30. Contact: PE. 6-6983.  | BRANELL                             | 530 SEVENTH AVENUE<br>SHOWROOM - 27TH FLOOR |



| <u>DATE</u>                        | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                    | <u>WHERE</u>                                |
|------------------------------------|--|------------------------------------|---|
| Tuesday<br>Feb. 11<br>2:30 P.M.    | OPENING: SUMMER<br>COLLECTION<br>Robert Sloan will present his Summer collection of sportswear, play-clothes, and dresses, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter. Publ.: Margaret Hodge, LT. 1-3260.   | ROBERT SLOAN<br>SPORTSWEAR INC.    | 498 SEVENTH AVENUE<br>SHOWROOM - 7TH FLOOR  |
| Tuesday<br>Feb. 11<br>4:00 P.M.    | OPENING OF SUMMER<br>COLLECTION<br>Showing at 4:00, Feb. 11, 12, 18. By appointment. Contact: PE. 6-5547.  | HARMAY                             | 498 SEVENTH AVENUE<br>SHOWROOM - 22ND FLOOR |
| Beginning<br>Tuesday<br>Feb. 11    | OPENING: SUMMER<br>COLLECTION<br>Cocktail dresses, long formals and reception ensembles, designed by Donn Auten. Continuous showings. Contact: Blossom Furst, WI. 7-5370.  | HARVEY FURST, INC.                 | 530 SEVENTH AVENUE<br>SHOWROOM - 8TH FLOOR  |
| Wednesday<br>Feb. 12<br>12:00 Noon | OPENING: SUMMER<br>COLLECTION<br>Mollie Parnis' Summer collection, Feb. 12, 13, 18, 20 at 12:00 Noon. By reservation. Contact: BR. 9-5012.   | MOLLIE PARNIS                      | 530 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR |
| Wednesday<br>Feb. 12<br>1:15 P.M.  | OPENING OF SUMMER<br>DRESS COLLECTION<br>Showings Feb. 12, 13, 17, 19 at 1:15 P.M. By appointment. Contact: Larry Farragut or Vivian Burnett, LO. 5-2727.  | GOEHE<br>(DAVID E. GOTTLIEB, INC.) | 530 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR  |
| Thursday<br>Feb. 13<br>11:30 A.M.  | OPENING OF SUMMER<br>COLLECTION<br>Summer collection, designed by Dorothy Farbo. Showings Feb. 13, 17, 19 at 11:30 A.M. By reservation. Contact: Marcella Wolfe, BR. 9-5991.   | MIGNON                             | 498 SEVENTH AVENUE<br>SHOWROOM - 15TH FLOOR |
| Thursday<br>Feb. 13<br>12:00 Noon  | OPENING OF SUMMER<br>COLLECTION<br>Also, Feb. 18, 19, 20 at 12:00 Noon. By reservation. Contact: LA. 4-5800.   | CEIL CHAPMAN                       | 530 SEVENTH AVENUE<br>SHOWROOM - 2ND FLOOR  |
| Thursday<br>Feb. 13<br>2:30 P.M.   | OPENING: SUMMER<br>COLLECTION<br>Summer collection at 2:30 Feb. 13; and 3:00 Feb. 19. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.  | CHRISTIAN DIOR-<br>NEW YORK, INC.  | 498 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR |
| Thursday<br>Feb. 13<br>4:00 P.M.   | OPENING: SUMMER<br>BOUTIQUE COLLECTION<br>Showings Feb. 13 and 17 at 4:00 P.M. By invitation only. Contact: Eli Lehrman, LO. 4-0616.   | SCAASI BOUTIQUE<br>FOR MARTINI     | 498 SEVENTH AVENUE<br>SHOWROOM - 21ST FLOOR |
| Thursday<br>Feb. 13<br>4:00 P.M.   | OPENING OF SUMMER<br>COLLECTION<br>Malcolm Starr will present the Frank Starr Originals Summer collection, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter Feb. 18 and 20, by appointment. Contact: Marion Auley, LA. 4-7690. | MALCOLM STARR, INC.                | 530 SEVENTH AVENUE<br>SHOWROOM - 19TH FLOOR |
| Thursday<br>Feb. 13<br>5:00 P.M.   | OPENING OF SUMMER<br>COLLECTION<br>Showings: Feb. 13 at 5:00; Feb. 14 at 2:30 ( <u>press</u> ); Feb. 18 at 10:30 and Feb. 19 at 2:30. By invitation. Contact: Estelle Marr, LO. 3-1600.  | TRIGERE, INC.                      | 550 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR |



# CALENDAR FOR 1965

| JANUARY |    |    |    |    |    |    | FEBRUARY |    |    |    |    |    |    | MARCH     |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|----------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|
| S       | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S         | M  | T  | W  | T  | F  | S  |
|         |    |    |    |    | 1  | 2  |          | 1  | 2  | 3  | 4  | 5  | 6  |           | 1  | 2  | 3  | 4  | 5  | 6  |
| 3       | 4  | 5  | 6  | 7  | 8  | 9  | 7        | 8  | 9  | 10 | 11 | 12 | 13 | 7         | 8  | 9  | 10 | 11 | 12 | 13 |
| 10      | 11 | 12 | 13 | 14 | 15 | 16 | 14       | 15 | 16 | 17 | 18 | 19 | 20 | 14        | 15 | 16 | 17 | 18 | 19 | 20 |
| 17      | 18 | 19 | 20 | 21 | 22 | 23 | 21       | 22 | 23 | 24 | 25 | 26 | 27 | 21        | 22 | 23 | 24 | 25 | 26 | 27 |
| 24      | 25 | 26 | 27 | 28 | 29 | 30 | 28       |    |    |    |    |    |    | 28        | 29 | 30 | 31 |    |    |    |
| 31      |    |    |    |    |    |    |          |    |    |    |    |    |    |           |    |    |    |    |    |    |
| APRIL   |    |    |    |    |    |    | MAY      |    |    |    |    |    |    | JUNE      |    |    |    |    |    |    |
| S       | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S         | M  | T  | W  | T  | F  | S  |
|         |    |    |    |    | 1  | 2  |          |    |    |    |    |    | 1  |           |    | 1  | 2  | 3  | 4  | 5  |
| 4       | 5  | 6  | 7  | 8  | 9  | 10 | 2        | 3  | 4  | 5  | 6  | 7  | 8  | 6         | 7  | 8  | 9  | 10 | 11 | 12 |
| 11      | 12 | 13 | 14 | 15 | 16 | 17 | 9        | 10 | 11 | 12 | 13 | 14 | 15 | 13        | 14 | 15 | 16 | 17 | 18 | 19 |
| 18      | 19 | 20 | 21 | 22 | 23 | 24 | 16       | 17 | 18 | 19 | 20 | 21 | 22 | 20        | 21 | 22 | 23 | 24 | 25 | 26 |
| 25      | 26 | 27 | 28 | 29 | 30 |    | 23       | 24 | 25 | 26 | 27 | 28 | 29 | 27        | 28 | 29 | 30 |    |    |    |
|         |    |    |    |    |    |    | 30       | 31 |    |    |    |    |    |           |    |    |    |    |    |    |
| JULY    |    |    |    |    |    |    | AUGUST   |    |    |    |    |    |    | SEPTEMBER |    |    |    |    |    |    |
| S       | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S         | M  | T  | W  | T  | F  | S  |
|         |    |    |    |    | 1  | 2  | 1        | 2  | 3  | 4  | 5  | 6  | 7  |           |    |    | 1  | 2  | 3  | 4  |
| 4       | 5  | 6  | 7  | 8  | 9  | 10 | 8        | 9  | 10 | 11 | 12 | 13 | 14 | 5         | 6  | 7  | 8  | 9  | 10 | 11 |
| 11      | 12 | 13 | 14 | 15 | 16 | 17 | 15       | 16 | 17 | 18 | 19 | 20 | 21 | 12        | 13 | 14 | 15 | 16 | 17 | 18 |
| 18      | 19 | 20 | 21 | 22 | 23 | 24 | 22       | 23 | 24 | 25 | 26 | 27 | 28 | 19        | 20 | 21 | 22 | 23 | 24 | 25 |
| 25      | 26 | 27 | 28 | 29 | 30 | 31 | 29       | 30 | 31 |    |    |    |    | 26        | 27 | 28 | 29 | 30 |    |    |
| OCTOBER |    |    |    |    |    |    | NOVEMBER |    |    |    |    |    |    | DECEMBER  |    |    |    |    |    |    |
| S       | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S         | M  | T  | W  | T  | F  | S  |
|         |    |    |    |    | 1  | 2  |          | 1  | 2  | 3  | 4  | 5  | 6  |           |    |    | 1  | 2  | 3  | 4  |
| 3       | 4  | 5  | 6  | 7  | 8  | 9  | 7        | 8  | 9  | 10 | 11 | 12 | 13 | 5         | 6  | 7  | 8  | 9  | 10 | 11 |
| 10      | 11 | 12 | 13 | 14 | 15 | 16 | 14       | 15 | 16 | 17 | 18 | 19 | 20 | 12        | 13 | 14 | 15 | 16 | 17 | 18 |
| 17      | 18 | 19 | 20 | 21 | 22 | 23 | 21       | 22 | 23 | 24 | 25 | 26 | 27 | 19        | 20 | 21 | 22 | 23 | 24 | 25 |
| 24      | 25 | 26 | 27 | 28 | 29 | 30 | 28       | 29 | 30 |    |    |    |    | 26        | 27 | 28 | 29 | 30 | 31 |    |
| 31      |    |    |    |    |    |    |          |    |    |    |    |    |    |           |    |    |    |    |    |    |